Docket/App No.: 3031.1000-000
Title: Data Processing System For Mapping ...
Inventors: Philip Cousins, Diane Downs

Figure 1. Process Flow Diagram

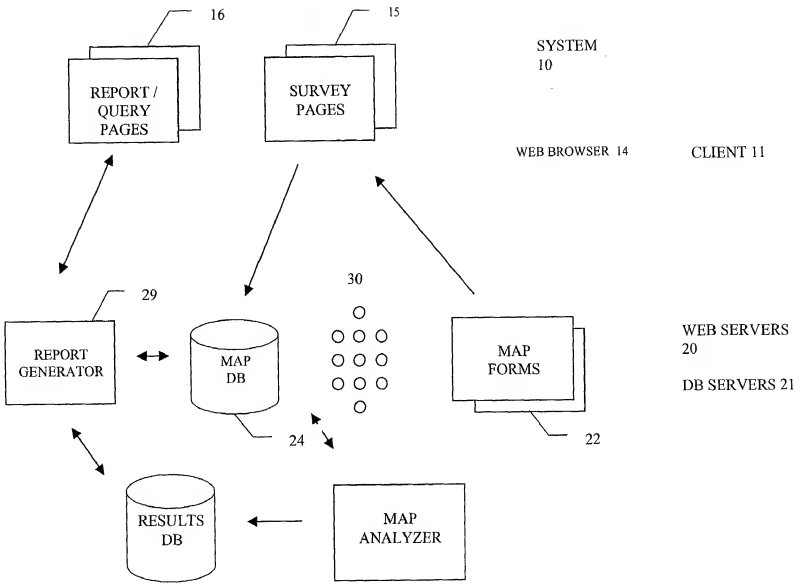

Figure 2. Influence Map

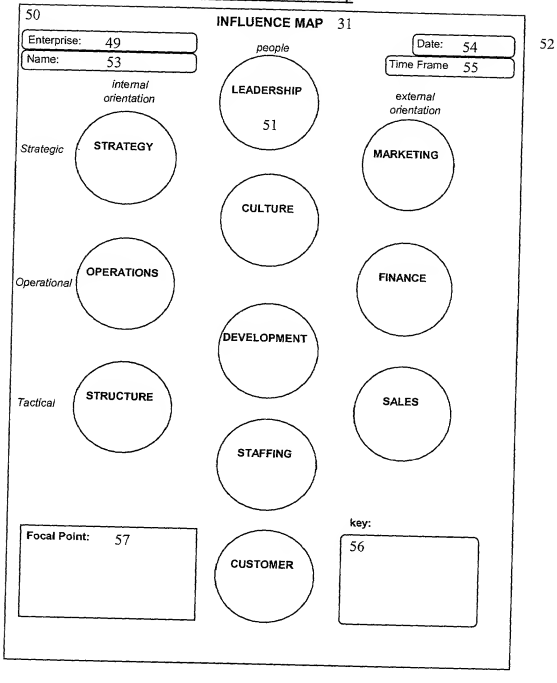

Figure 3. Extract of Scoring Matrix 35

Survey Scoring Matrix 32

Survey Questions

Spheres of Activity

37

Sphere of Origin:	**Destination:** Customer	Staffing	Structure	Sales
Culture			59	60
Leadership				
Marketing				
Strategy				
Finance		37		38
Operations		30	31	35
Development		22	23	24
Sales	16	17	18	Sales
Structure	10	11	Structure	12
Staffing		Staffing	5	6
Customer	Customer	1	2	3

Spheres Labels

36 **Neighborhood links:**

media	1	4	3	3
extended	2	2	3	3

33

34

Figure 4. Extract of Neighborhood Orientation Matrix 38

Sphere of Origin:	**Destination:** Customer	Staffing	Structure	Sales	Development
Culture	R43	R44	O-59	O-60	S-61
Leadership	R38	R39	R40	R41	R42
Marketing	R33	R34	R35	R36	S-49
Strategy	R28	R29	R30	R31	S-44
Finance	R25	O-37	R26	O-38	S-39
Operations	R22	O-30	O-31	R23	O-32
Development	R20	T-22	T-23	T-24	Development
Sales	T-16	T-17	T-18	Sales	T-19
Structure	T-10	T-11	Structure	T-12	T-13
Staffing	T-4	Staffing	T-5	T-6	T-7
Customer	Customer	T-1	T-2	T-3	R1
Spheres Labels					
Neighborhood links:					
R = remote	7	4	4	4	2
total:	10	10	10	10	10
Neigbborhood Orientation on Influence Map with number of links:					
S=Strategic					4
O=Operational		2	2	2	1
T=Tactical	3	4	4	4	3

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Figure 5. Sample Survey Design Template 490

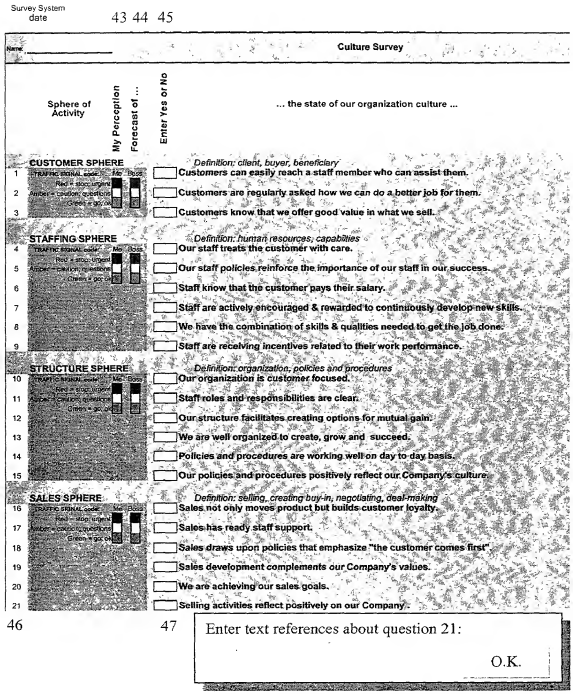

Figure 6. Perception Map

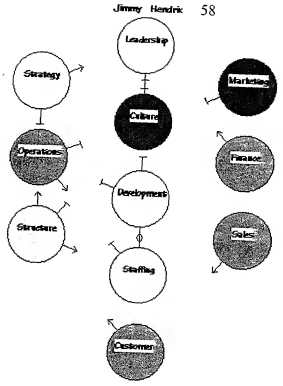

Figure 7. Reflection Map

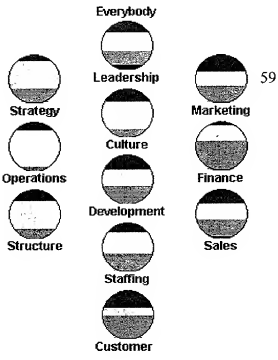

Figure 8. Circuit Board Map

data visualization schematic

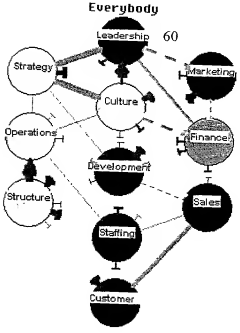

Figure 9. Hemisphere Map

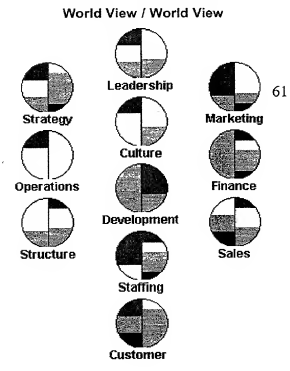

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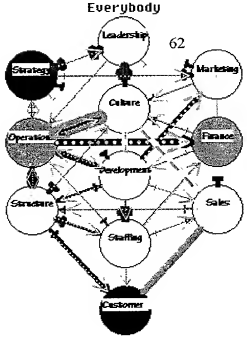
Figure 10. Opportunity Map

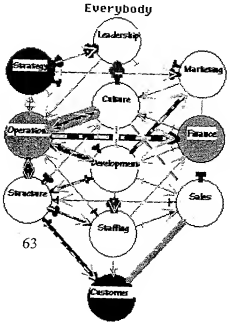
data visualization schematic
shown with previous display layers



Tuesday, September 30, 2003

Figure 11. Action Map

data visualization schematic
shown with previous display layers



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DATE: 5/25/2010